December '87
|
February '88

# R.J. REYNOLDS 1Q LOAD PROGRAM

## GROUP I

$6.60 CASE + $3 EXTRA

PLUS 14 DAYS DATING

| | BUY | | GET |
|---|---|---|---|
| WEEK 1 | 100% | + | 170% |
| WEEK 2 | 100% | + | 170% |
| WEEK 3 | 100% | + | 120% |
| | 3.0 | + | 4.6 |

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## GROUP II

DORAL ~~AND~~ CENTURY—

$3.60 CASE + $1.80 EXTRA

PLUS 14 DAYS DATING

| | BUY | | GET |
|---|---|---|---|
| WEEK 1 | 100% | + | 190% |
| WEEK 2 | 100% | | 190% |
| WEEK 3 | 100% | + | 140% |
| | 3.0 | | 5.2 |

8.2

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Source: https://www.industrydocuments.ucsf.edu/docs/mzdj0004